



YOU'RE
THEIR HOME
AWAY FROM
HOME.
PUT YOUR
SERVICES
RIGHT IN
THE PALM
OF THEIR
HANDS.



Providing a complete marketing solution for your top priorities: Revenue Growth and Guest Satisfaction.

We can help you reach those goals with a solution that your guests will really grasp.

The *WinkPad* – an innovative new marketing tool that's a perfect fit for the lodging industry.

The lodging industry is as diverse as the many families and business travelers it accommodates – encompassing everything from upscale hotels to motels, resorts and bed-and-breakfast inns. Whether you are a major hotel chain or hotel management company, independent or branded facility, you can stay ahead of your competitors and capture new market share with an effective, technology-based marketing tool. It's time to take a pro-active approach.

The *WinkPad* will enable you to:

- Survey Customers
- Cross Sell Products & Services
- Increase Brand Awareness
- Get *your* Message out to *your* Target Audience

Guest loyalty and satisfaction. It can mean the difference between success and failure in the lodging industry. With the *WinkPad*, you can quickly and easily survey guests – one to one – to measure their level of satisfaction and avert potential problems before they arise. You can improve your customer service capabilities by better understanding their needs and preferences and identify upsell and cross-sell opportunities that wow your guests. The *WinkPad* will also enable you to determine “guest value” and maximize revenues by focus marketing and brand building efforts on higher value guest-segments.

The *WinkPad* can be combined with check in/check out services or stand on its own. After asking each guest a few select questions, the *WinkPad* will enable you to cross-sell services targeted to a guest's needs and interests. For instance, market luxurious spa services or golf packages to business travelers as a way to unwind. Advertise your on-site restaurants, entertainment, health club, children's programs and car rental services to the appropriate guests. Sell this unique advertising opportunity to area tourist attractions, shopping centers and dining establishments among others as an added service to your guests.

At the end of the day, building and retaining a profitable guest base is what success in the lodging industry is all about.

The *WinkPad* can make your job a whole lot easier!

Stay competitive in an ever-changing business environment with our hottest new product - an interactive sales tool that can be personally tailored to the individual needs of your business. This extremely effective method of one to one marketing – your very own “private broadcast network” - will enable you to sell the Right products to the Right people at the Right time.

...and do it all with a captive audience - right in your own waiting area – without the hassle and expense of added staff.

- **It's unique**
- **It's exciting & educational to the consumer**
- **It's beneficial to your business**
- **It's a cutting edge interactive media solution**



STAY COMPETITIVE...

It's The *WinkPad*

Technology – It's Quick & It's Easy

The *WinkPad* provides endless communication possibilities - one to one - with your target market. It is a highly efficient way to market products based on specific criteria. Hand-held, stand alone and seated kiosk versions of this innovative new product are available to be tailored to the specific needs of your business. With the *WinkPad*'s innovative component, *WinkCast*, a content distribution and retrieval system, consumer interaction and feedback are in real time. Various networking options are available to fit your needs and budget. Value added services include real time online software updates, plug and play software and hardware to fit your specific requirements, front end content distribution to and from unit, and back end management and data basing of information.

Best of all – because the *WinkPad* can be implemented quickly and inexpensively – you will begin improving your sales almost immediately!



The WinkPad – an innovative new marketing tool that's a perfect fit for any industry.

PaperlessPractice™

over →

Call today to place your order or learn how the *WinkPad* can benefit your business.
800-857-6885 • www.PaperlessPractice.com.